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A note on versions:

The version presented here is a presentation of current research and future research ideas.

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Language Concreteness in Consumer and Brand Communication

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Agenda

- › Selected Studies: Language Concreteness in Consumer and Brand Communication
- › Selected Conference Presentations
- › Current Projects
- › Ideas for the Future

Research Motivation

Brand Language Online

- › *Holiday dreaming wishing we were at the seaside. What are your holiday essentials? (Estée Lauder)*
- › *Its legs-out season (yay!) fancy showing them off on a fabulous holiday? Share your leg selfie on Instagram with #NIVEALegs for a chance to win a £1000.*



→ Is there a systematic difference in brand language and the language consumer use to communicate with brands?

Language Concreteness

Measurable outcome of the Construal Level Theory of Psychological Distance (Trope & Liberman, 2010)

Concrete Language

e.g apple, sleeveless,
to comb

Described object is
easy to imagine and
**psychologically
close** to consumer.

Used for feasible,
accessible,
affordable objects

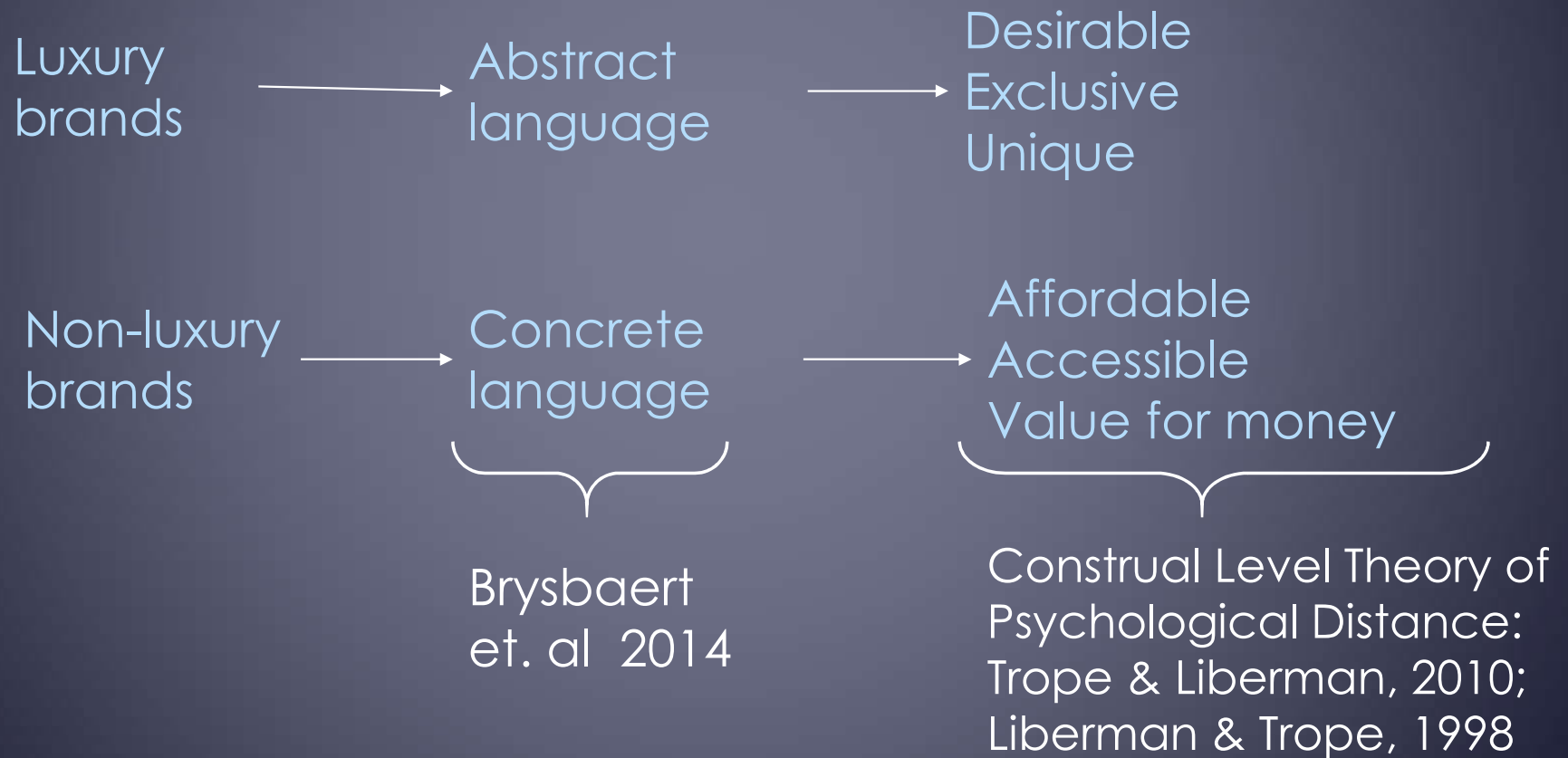
Abstract Language

e.g. spirituality,
conceptual, would

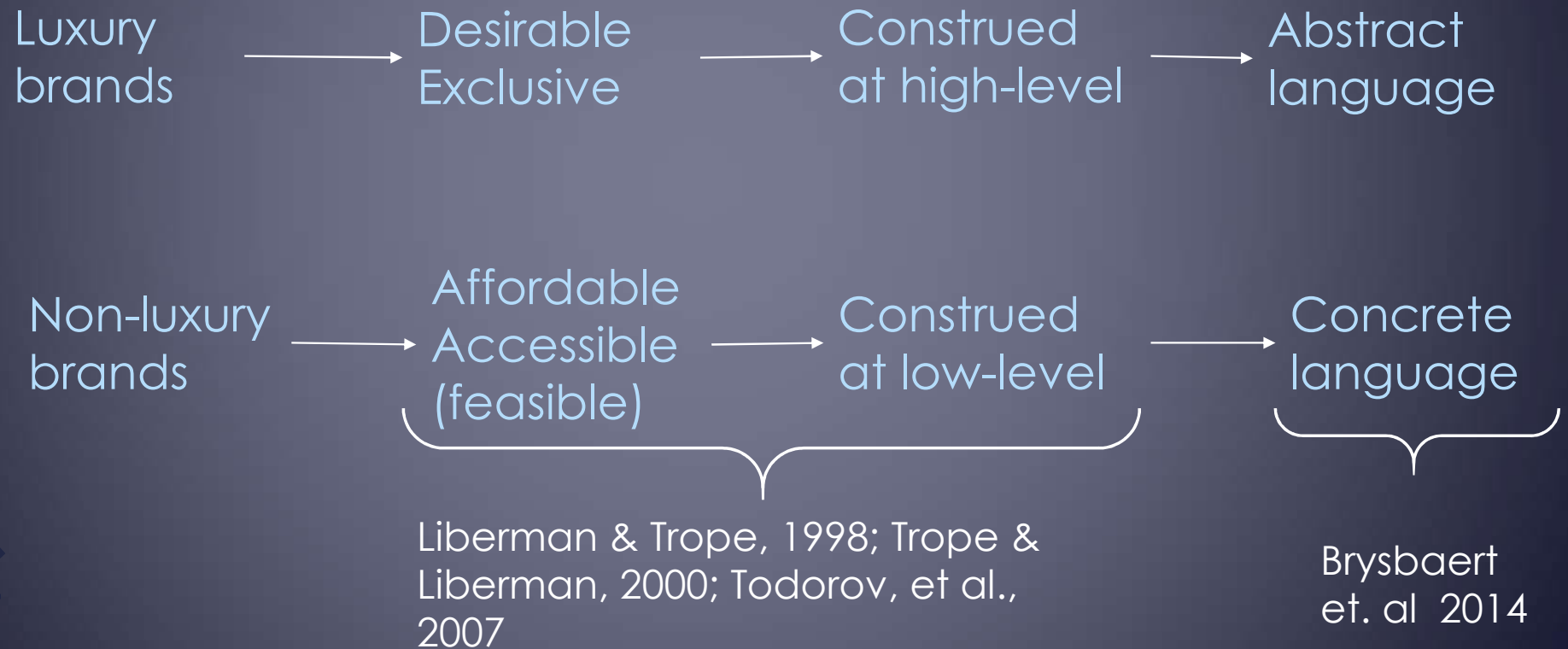
Described object is
difficult to imagine and
psychologically distant
to consumer.

Used for desirable,
inaccessible, exclusive
objects

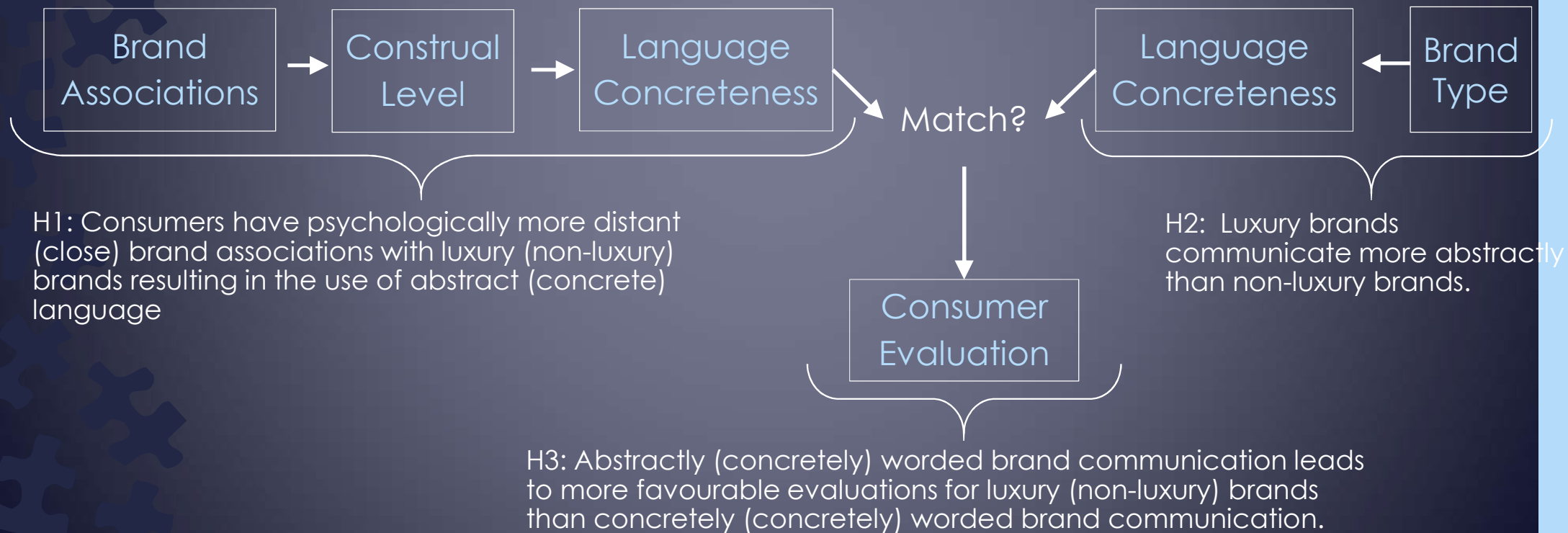
Brand Communication Driving Brand Positioning



Consumer Brand Associations



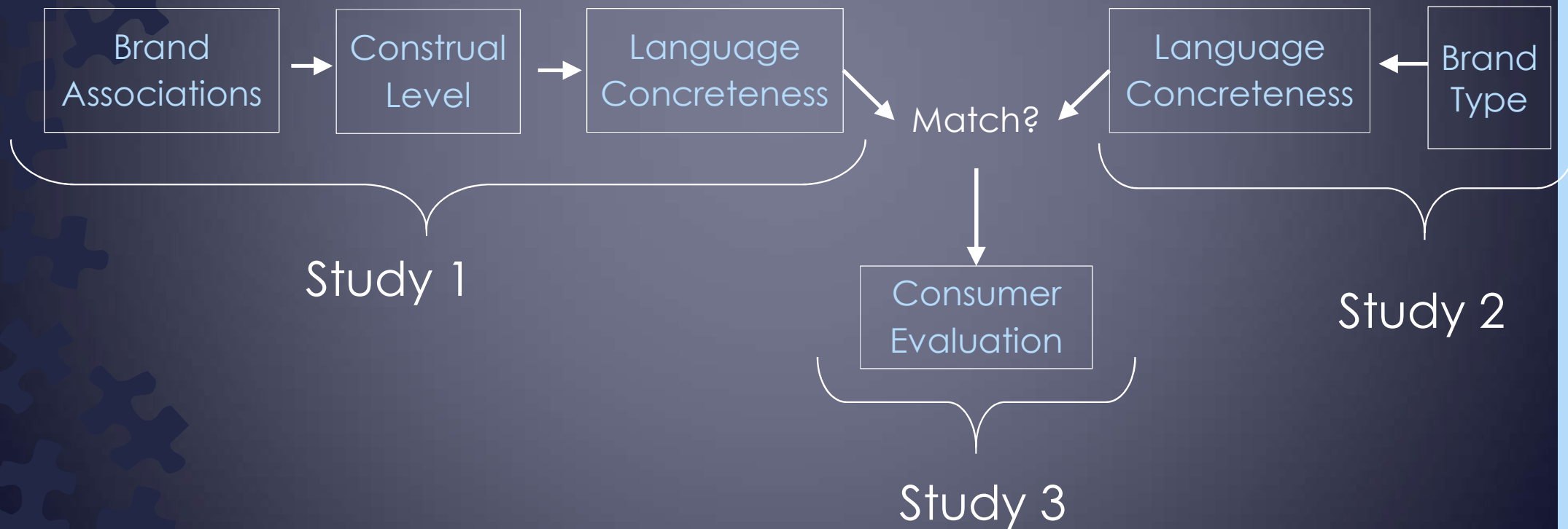
Language Concreteness Style (Mis)Match



Contribution

- › If Moët, the prosecco brand, would use more abstract language it would be perceived more desirable and exclusive
 - Brand managers can use language concreteness to position a brand and improve consumer evaluations
- › No research about psychological distance in brand associations and brand communication
- › Implications of (mis)match between consumer language (cognition) and brand communication in terms of psychological distance
- › Novel methodology leveraging natural data increasing ecological validity and reliability due to ease of reproducibility
 - Construal Level Theory findings are exclusively based on lab experiments with 3 exceptions (i.e. Bhatia & Walasek, 2016, Huang et al. 2016, White et al. 2011)

Overview of Selected Studies



Overview of Research Methodology of Selected Studies

- › Study 1: Language Concreteness in Consumer Tweets to Luxury and Non-Luxury Brands in Consumer Tweets
 - Computational Psycholinguistics
- › Study 2: Language Concreteness in Luxury and Non-Luxury Brand Communication on Twitter
 - Computational Psycholinguistics
- › Study 3: The Effect of Language Concreteness and Brand Type, Mis(Match) on Consumer Evaluation
 - Mixed Design Experiment

Computational Psycholinguistics

- › Psycholinguistic is concerned with language comprehension and **the relationship between language and psychological processes** (Miller, 1965; Rubenstein & Aborn, 1960)
 - Little attention from disciplines outside of psychology despite the perpetual growth of unstructured text data both in organisations and on social media
 - Little integration with existing theories
- › Computational Psycholinguistics: writing a computer script to scrape, clean, and analyse data drawing on published databases
 - Language concreteness norms for 30'000 words. Norms range from 1 (abstract) to 5 (concrete) (Brysbaert et. al 2014)

Computational Psycholinguistics

- › Data from 15 luxury and 15 non-luxury brands
- › Scraped 100 consumer tweets per brand with keyword search, i.e. '@EsteeLauder'
 - @ sign before brand name means that tweet is addressed to brand on Twitter
 - Data scraped Feb 17*
- › Scraped 100 tweets per Twitter handles of brands**
 - Data scraped Feb 17

*Additional Twitter data set

** Additional Facebook data set

Luxury	Non-Luxury
Givenchy	H&M
Lancôme	Topshop
Yves Saint Laurent	Carlsberg
Hermès	Heineken
Moët	Swatch
Cartier	Nivea
Estée Lauder	The Bodyshop
Guerlain	Superdrug
Bugatti	Toyota
Lamborghini	Vauxhall
Maserati	Suzuki
Louboutin	Matalan
Dior	Dorothy Perkins
Louis Vuitton	Primark
CHANEL	Zara

Computational Psycholinguistics: Measuring Language Concreteness

Raw
Data

From my fun time in London with photographer @dannymeijaphoto
Skirt&sweater from @hm <https://t.co/KC2FXbsUr9>

Step 1

From my fun time in London with photographer dannymeijaphoto
Skirt sweater from hm

Step 2

from my fun time in london with photographer dannymeijaphoto
skirt sweater from hm

Step 3

fun time london photographer dannymeijaphoto skirt sweater hm

Step 4

	Fun	time	photographer	skirt	sweater
Language concreteness	1.97	3.07	4.76	4.82	4.78

Results Study 1 and 2

Study 1: Language Concreteness in Consumer Brand Associations

- › Consumers use more abstract words when tweeting luxury brands ($M = 3.232$) than non-luxury brands ($M = 3.292$, $t(2771.9) = 2.679$, $p = .007$)
 - Psychologically closer brand associations with luxury brands than non-luxury brands

Study 2: Language Concreteness in Brand Communication

- › Luxury brands use more abstract words when tweeting consumers ($M = 3.212$) than non-luxury brand ($M = 3.024$, $F(1,1) = 8.373$, $p = .007$)
 - Luxury brands position themselves as psychologically more distant, exclusive, unique and desirable than non-luxury brands

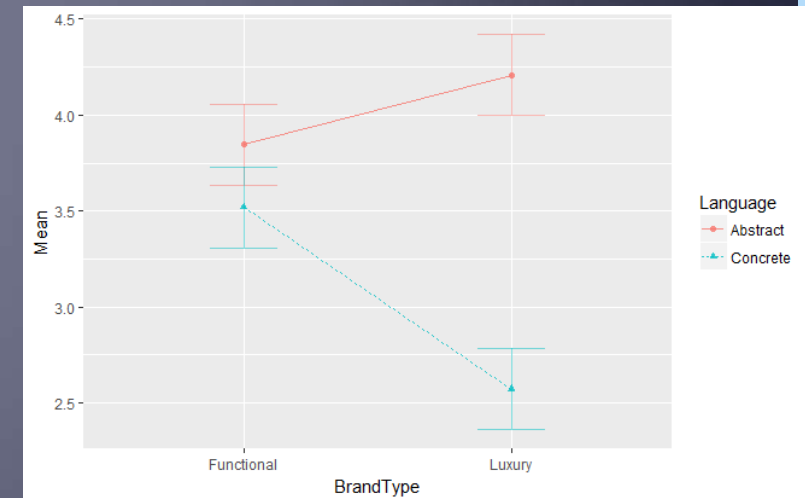
Study 3: The Effect of Language Concreteness and Brand Type, Mis(Match) on Consumer Evaluation

- › 2x2x2 mixed experiment
 - Within (repeated) factor: concrete vs. abstract language
 - Within (repeated) factor: luxury vs. non-luxury brand
 - Between (independent) factor: high vs. low-level construal
- › 109 Undergraduate participants were primed to construe high vs. low-level
- › Rated four fictitious brand advertisement for footwear on 7-point scale for liking and purchase intention

Study 3: The Effect of Language Concreteness and Brand Type, Mis(Match) on Consumer Evaluation

Results for Liking

- › Abstractly worded advertisement are liked better ($M = 4.108$) than concretely worded advertisement ($M = 3.333$, $F(1,108) = 53.96$, $p > .001$)
- › Participants like luxury brand advertisement less ($M = 3.391$) than a non-luxury brand ($M = 3.681$, $F(1,108) = 3.859$, $p = .0521$).
- › The interaction between language concreteness and brand type is significant ($F(2,108) = 18.904$, $p > .001$).

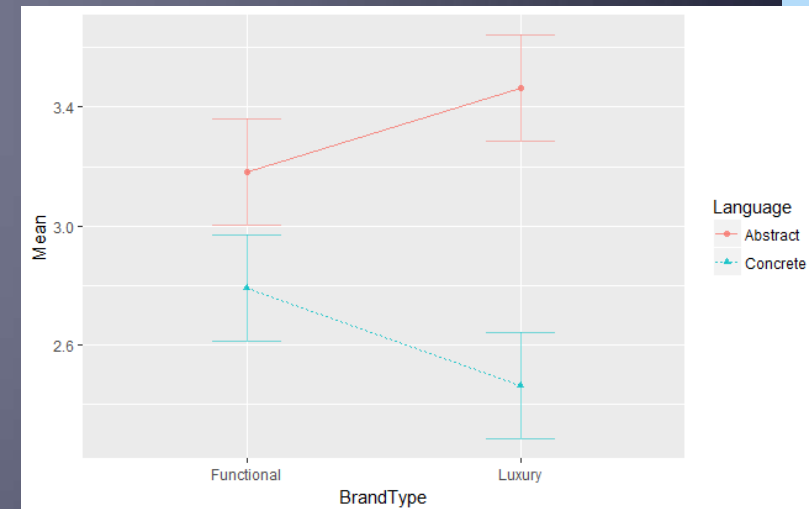


Interaction Effect of Language Concreteness and Brand Type on Liking

Study 3: The Effect of Language Concreteness and Brand Type, Mis(Match) on Consumer Evaluation

Results for Purchase Intentions

- › More abstractly worded advertisements lead to higher purchase intentions ($M = 3.323$) than concretely worded ones ($M = 2.627$, $F(1,108) = 10.306$, $p > .001$).
- › The main effect for brand type is not significant
- › The interaction between language concreteness and brand type is significant ($F(2,108) = 5.671$, $p = .019$).



Interaction Effect of Language Concreteness and Brand Type on Purchase Intention

Selected Conference Presentations

- › **IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining, Barcelona**
 - *“Triangulated text analysis of tweets for Social CRM”, under review*
- › **Association for Consumer Research Conference (ACR), Oct 2017**
 - *Communication style mismatch on Twitter and Facebook: how luxury brands fail to communicate their desirability and exclusivity”*
 - *Co-chair of round table discussion “The luxury brand consumption experience in the digital era” with 6 panellists*
- › **European Marketing Academy Conference (EMAC), May 2016**
 - *“Consumer perception of utilitarian vs. luxury products and services on the basis of psychological distance”*
- › **Social Cognition Pre-Conference, Society for Personality and Social Psychology Conference, San Diego, Jan 2016**
 - *“When to focus on the detail and when on the big picture: psychological distance of utilitarian vs. luxury products and experiences”*

Current Projects

- › Griesser, S.E. & Barbera, M. *“Media outlets as brands: consumer trustworthiness and willingness to share”*
→ Psychology & Marketing
- › Griesser, S.E., Gupta, N, & Jarvis, S.A. *“#Skype Down: Consumer sentiment during service outage”*
→ Journal of Service Research
- › Nandhakumar, J., Gupta, N. & Griesser, S.E. *“The impact of artificial intelligence (AI) on productivity”*
– AI Innovation Network



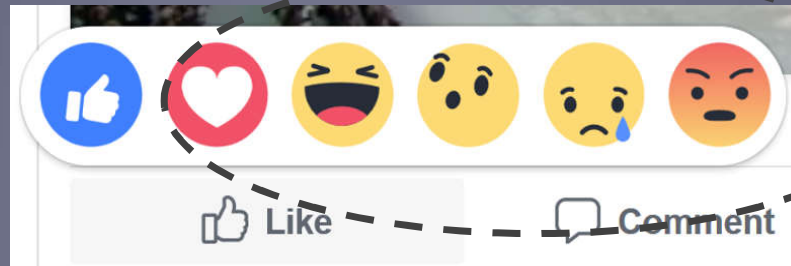
Future Research Ideas

The Effect of Language Emotion on Use of Pictograms and Ideograms

- › Inspired by language concreteness research and sentiment research during Skype outage
- › Language Emotion valence, arousal, & dominance data base (Warriner et. al 2013)
 - Based on Osgood, Suci & Tannenbaum's theory of emotion (1957)
 - Language processing procedure as described before can be applied

The Effect of Language Emotion on Use of Pictograms and Ideograms









Ideogram



Pictograms

- › Pictograms are symbols representing a concept, object, activity, place or event by illustration
- › Ideograms are simplified pictures selected by agreement or custom to become fixed pictorial symbols of an object or concept.

The Effect of Language Emotion on Use of Pictograms and Ideograms

- › Utilising existing Facebook data set of 3000 posts
 - Facebook reactions are new and have not yet been studied
 - Impact of language on consumer response
- › What is the relationship between language valence, arousal, dominance, ideograms and pictograms?
 - More positive words →  More arousing words → 
 - Differential role of      vs. 
 - What is the influence of arousing (dominating) language on organic diffusion of advertisement in network?
 - What is the relationship between arousing (dominating) language and the likelihood to respond to language?

Unorthodox Ways to Leverage Digital Data

- › Both human and bot perceptions of bots
 - Perceptions of Alexa, Siri or a simple voice automated system routing calls
 - Employee perceptions of Information Bots
- › Language concreteness in product vs service (brand) experiences
 - Experiential distance (Hamilton & Thompson, 2009 JCR)
- › The value individuals attribute to different types of personal data and how these perceptions are shaped by different networks.
 - In light of General Data Protection Regulation implemented 25.5.18 and Cambridge Analytical scandal with Facebook data



Thank you!